

Hello -my name is Paul Peterson, and I am a recordingartist/musician. I have been part of the Mpls, MN local scene for 23 years, professionally.

I have written over 100 published songs, and have recorded for every major label in my professional career. I also am an educator at a local college for aspiring record producers/engineers.

I also play around the world with Donny Osmond, 5 time grammy nominee Oleta Adams and David Sanborn. I also play around the Twin Cities area with my musical family, the Peterson Family.

Local radio has been very good to me and the artists that I have been associated with. They have been very supportive over the years of anything I do in the community, until recently. I feel that the nationalization of radio has hurt the local artist, because of the fact that the national programmer hasn't heard of the local artist - so they will not include them in the airplay line up.

Very rarely, now, are there shows devoted to local talent.

I think it is very important to keep local programming "local."

I think local programming should be defined as music/shows produced in the coverage area of the radio station (e.g. WCCO should have original programming that reaches its core audience - made in MN!)

I think local programming could be if a radio station plays a local artist.

I think that local community involvement could be considered local programming as well - anything that benefits the local scene.

Payola was in its peak when I was signed to Atlantic back in 1991. I think that there are different forms of it now - hard to get away from it. It makes it extremely difficult for local artists to compete on a national level, especially if the programming is coming from a national office. (that benefits from payola)

I think the idea of voice tracking is cheating the on air talent from its well deserved wages. I think technology should enhance us, not take food out of our mouths. I think there should be some sort of compromise, something that the on air talent can live with, that doesn't cheat them out of their due pay, or benefits.

I think it is so important that part of a radio station programs its own playlist - giving local artists the chance to be heard. Llike I said earlier in this letter, it is impossible to compete if someone from a national office is programming for our local stations 100% of the time. There should be a good mix.

I think low powered FM could help local artists - but if they are not paid their performance rights, could also hurt us.

Thanks for your time -

